

AS OF 01/06/2009

NBC DTV EDUCATION PSA BROADCAST DETAIL REPORT

DAY	DATE	TIME	PROMO LENGTH	SHOW TITLE
FRIDAY	12/21/07	9:32:00 PM ET/PT	:10	DATELINE NBC
SATURDAY	12/22/07	8:07:00 PM ET/PT	:10	NBC NIGHTLY NEWS
SATURDAY	1/19/08	9:39:00 PM ET/PT	:10	LAW & ORDER: SVU
SUNDAY	2/3/08	9:12:00 PM ET/PT	:10	THE BIGGEST LOSER
SATURDAY	2/16/08	8:04:00 PM ET/PT	:10	LAW & ORDER: CI
SUNDAY	2/24/08	7:59:00 PM ET/PT	:10	LAW & ORDER: CI
MONDAY	2/25/08	9:10:00 PM ET/PT	:10	MY DAD IS BETTER
TUESDAY	2/26/08	8:19:00 PM ET/PT	:10	THE BIGGEST LOSER
WEDNESDAY	2/27/08	1:32:00 AM ET/PT	:10	CONAN O'BRIEN
MONDAY	3/3/08	10:11:00 AM ET/PT	:10	THE TODAY SHOW
MONDAY	3/3/08	1:31:00 PM ET/PT	:10	DAY OF OUR LIVES
WEDNESDAY	3/5/08	8:15:00 PM ET/PT	:10	LAW & ORDER: CI
WEDNESDAY	3/5/08	9:21:00 PM ET/PT	:10	DEAL OR NO DEAL
WEDNESDAY	3/5/08	10:41:00 PM ET/PT	:10	LAW & ORDER
THURSDAY	3/6/08	10:39:00 AM ET/PT	:10	THE TODAY SHOW
THURSDAY	3/6/08	8:10:00 PM ET/PT	:10	THE OFFICE
FRIDAY	3/7/08	10:39:00 AM ET/PT	:10	THE TODAY SHOW
FRIDAY	3/7/08	9:49:00 PM ET/PT	:10	DATELINE NBC
SATURDAY	3/8/08	8:16:00 PM ET/PT	:10	LAW & ORDER: CI
SATURDAY	3/8/08	9:40:00 PM ET/PT	:10	LAW & ORDER: SVU
SUNDAY	3/9/08	7:51:00 PM ET/PT	:10	100 MOST OUTRAGEOUS
SUNDAY	3/9/08	10:18:00 PM ET/PT	:10	LAW & ORDER: SVU
TUESDAY	3/11/08	9:30:25 PM ET/PT	:15	THE BIGGEST LOSER
WEDNESDAY	3/12/08	10:43:32 PM ET/PT	:15	LAW & ORDER
SATURDAY	3/15/08	8:30:12 PM ET/PT	:30	LAW & ORDER: CI
SUNDAY	3/16/08	10:16:53 PM ET/PT	:30	LAW & ORDER: SVU
MONDAY	3/17/08	10:43:48 PM ET/PT	:15	MEDIUM
WEDNESDAY	3/19/08	8:29:25 PM ET/PT	:15	LAW & ORDER: CI
WEDNESDAY	3/26/08	6:41:14 PM ET/PT	:15	NBC NIGHTLY NEWS
THURSDAY	3/27/08	1:18:17 PM ET/PT	:30	DAY OF OUR LIVES
FRIDAY	3/28/08	12:53:03 AM ET/PT	:15	CONAN O'BRIEN
SATURDAY	3/29/08	9:59:08 PM ET/PT	:15	LAW & ORDER: SVU
SUNDAY	3/30/08	8:28:45 AM ET/PT	:15	SUNDAY TODAY
MONDAY	3/31/08	10:48:47 PM ET/PT	:30	MEDIUM
THURSDAY	4/3/08	10:27:45 AM ET/PT	:15	THE TODAY SHOW
SATURDAY	4/5/08	7:41:15 AM ET/PT	:15	SATURDAY TODAY
MONDAY	4/7/08	9:52:00 PM ET/PT	:15	DEAL OR NO DEAL
THURSDAY	4/10/08	10:27:40 AM ET/PT	:15	THE TODAY SHOW
FRIDAY	4/11/08	12:19:35 AM ET/PT	:15	THE TONIGHT SHOW
SUNDAY	4/13/08	12:34:25 AM ET/PT	:15	POKER AFTER DARK
TUESDAY	4/15/08	1:54:25 PM ET/PT	:15	DAY OF OUR LIVES
WEDNESDAY	4/16/08	9:30:50 PM ET/PT	:15	LAW & ORDER: CI
THURSDAY	4/17/08	10:28:10 AM ET/PT	:15	THE TODAY SHOW
SATURDAY	4/19/08	9:06:28 PM ET/PT	:15	LAW & ORDER: CI
SUNDAY	4/20/08	12:30:45 AM ET/PT	:15	POKER AFTER DARK

THURSDAY	4/24/08	10:28:10 AM ET/PT	:15	THE TODAY SHOW
FRIDAY	4/25/08	12:18:53 AM ET/PT	:15	THE TONIGHT SHOW
SATURDAY	4/26/08	8:34:27 PM ET/PT	:15	MEDIUM
SUNDAY	4/27/08	10:46:21 PM ET/PT	:15	LAW & ORDER: SVU
TUESDAY	4/29/08	8:26:12 PM ET/PT	:15	MOST OUTRAGEOUS MOMENTS
WEDNESDAY	4/30/08	6:41:14 PM ET/PT	:15	NBC NIGHTLY NEWS
THURSDAY	5/1/08	10:25:15 AM ET/PT	:15	THE TODAY SHOW
FRIDAY	5/2/08	12:20:46 AM ET/PT	:15	THE TONIGHT SHOW
WEDNESDAY	5/7/08	6:41:14 PM ET/PT	:15	NBC NIGHTLY NEWS
THURSDAY	5/8/08	10:27:40 AM ET/PT	:15	THE TODAY SHOW
SATURDAY	5/10/08	8:52:31 PM ET/PT	:15	MEDIUM
SUNDAY	5/11/08	12:19:40 AM ET/PT	:15	POKER AFTER DARK
TUESDAY	5/13/08	1:53:52 PM ET/PT	:15	DAY OF OUR LIVES
THURSDAY	5/15/08	10:27:40 AM ET/PT	:15	THE TODAY SHOW
SUNDAY	5/18/08	12:38:15 AM ET/PT	:15	POKER AFTER DARK
THURSDAY	5/22/08	10:27:40 AM ET/PT	:15	THE TODAY SHOW
FRIDAY	5/23/08	12:50:51 AM ET/PT	:15	CONAN O'BRIEN
FRIDAY	5/23/08	8:10:25 PM ET/PT	:15	MOST OUTRAGEOUS MOMENTS
SUNDAY	5/25/08	8:28:15 AM ET/PT	:15	SUNDAY TODAY
SUNDAY	5/25/08	1:40:10 PM ET/PT	:15	NBC SPORTS
TUESDAY	5/27/08	8:26:04 PM ET/PT	:15	MOST OUTRAGEOUS MOMENTS
THURSDAY	5/29/08	10:27:40 AM ET/PT	:15	THE TODAY SHOW
WEDNESDAY	6/4/08	6:41:14 PM ET/PT	:15	NBC NIGHTLY NEWS
THURSDAY	6/5/08	10:27:40 AM ET/PT	:15	THE TODAY SHOW
SUNDAY	6/8/08	2:35:40 PM ET/PT	:15	NBC SPORTS
SUNDAY	6/8/08	7:26:11 PM ET/PT	:15	MOST OUTRAGEOUS MOMENTS
TUESDAY	6/10/08	9:58:53 PM ET/PT	:30	LAW & ORDER: SVU
THURSDAY	6/12/08	10:27:40 AM ET/PT	:15	THE TODAY SHOW
FRIDAY	6/13/08	12:18:52 AM ET/PT	:15	THE TONIGHT SHOW
SATURDAY	6/14/08	2:23:35 PM ET/PT	:15	NBC SPORTS
SUNDAY	6/15/08	12:40:10 PM ET/PT	:15	NBC SPORTS
TUESDAY	6/17/08	1:51:57 PM ET/PT	:15	DAY OF OUR LIVES
THURSDAY	6/19/08	10:27:40 AM ET/PT	:15	THE TODAY SHOW
WEDNESDAY	6/25/08	9:30:54 PM ET/PT	:15	BABY BORROWERS
THURSDAY	6/26/08	10:27:40 AM ET/PT	:15	THE TODAY SHOW
THURSDAY	7/3/08	10:40:21 AM ET/PT	:15	THE TODAY SHOW
SUNDAY	7/6/08	3:21:05 PM ET/PT	:15	OFF ROAD RACING
TUESDAY	7/8/08	1:55:23 PM ET/PT	:15	DAY OF OUR LIVES
THURSDAY	7/10/08	10:27:40 AM ET/PT	:15	THE TODAY SHOW
THURSDAY	7/10/08	8:54:21 PM ET/PT	:15	LAST COMIC STANDING
FRIDAY	7/11/08	1:41:01 PM ET/PT	:15	DAY OF OUR LIVES
THURSDAY	7/17/08	10:27:40 AM ET/PT	:15	THE TODAY SHOW
FRIDAY	7/18/08	12:55:00 AM ET/PT	:15	CONAN O'BRIEN
SATURDAY	7/19/08	8:59:07 PM ET/PT	:15	MY NAME IS EARL
WEDNESDAY	7/23/08	6:41:14 PM ET/PT	:15	NBC NIGHTLY NEWS
THURSDAY	7/24/08	10:27:40 AM ET/PT	:15	THE TODAY SHOW
FRIDAY	7/25/08	8:55:44 PM ET/PT	:15	MOST OUTRAGEOUS MOMENTS
SUNDAY	7/27/08	3:05:00 PM ET/PT	:15	OFF ROAD RACING
MONDAY	7/28/08	10:27:40 AM ET/PT	:15	THE TODAY SHOW
THURSDAY	7/31/08	10:27:40 AM ET/PT	:15	THE TODAY SHOW
SATURDAY	8/2/08	9:50:46 PM ET/PT	:15	SATURDAY NIGHT MAIN EVENT
TUESDAY	8/5/08	1:53:49 PM ET/PT	:15	DAY OF OUR LIVES

WEDNESDAY	8/6/08	8:33:04 PM ET/PT	:15	AMERICA'S GOT TALENT
THURSDAY	8/7/08	10:27:40 AM ET/PT	:15	THE TODAY SHOW
WEDNESDAY	8/13/08	6:41:14 PM ET/PT	:15	NBC NIGHTLY NEWS
WEDNESDAY	8/20/08	6:41:14 PM ET/PT	:15	NBC NIGHTLY NEWS
TUESDAY	8/26/08	9:05:36 PM ET/PT	:15	AMERICA'S GOT TALENT
THURSDAY	8/28/08	10:27:40 AM ET/PT	:15	THE TODAY SHOW
FRIDAY	8/29/08	12:20:24 AM ET/PT	:15	THE TONIGHT SHOW
SATURDAY	8/30/08	9:59:08 PM ET/PT	:15	LAW & ORDER: CI
SUNDAY	8/31/08	8:28:15 AM ET/PT	:15	THE TODAY SHOW
SUNDAY	8/31/08	1:55:55 PM ET/PT	:15	GOLF
THURSDAY	9/4/08	10:27:45 AM ET/PT	:15	THE TODAY SHOW
FRIDAY	9/5/08	12:18:51 AM ET/PT	:15	THE TONIGHT SHOW
TUESDAY	9/9/08	1:53:51 PM ET/PT	:15	DAYS OF OUR LIVES
TUESDAY	9/9/08	9:05:36 PM ET/PT	:15	AMERICA'S GOT TALENT
TUESDAY	9/9/08	10:45:52 PM ET/PT	:15	LAW & ORDER: SVU
THURSDAY	9/11/08	10:27:40 AM ET/PT	:15	THE TODAY SHOW
FRIDAY	9/12/08	8:11:49 PM ET/PT	:15	AMERICA'S TOUGHEST JOBS
SATURDAY	9/13/08	2:21:30 PM ET/PT	:15	DEW TOUR CHALLENGE
MONDAY	9/15/08	10:27:40 AM ET/PT	:15	THE TODAY SHOW
WEDNESDAY	9/17/08	10:42:22 PM ET/PT	:15	LAW & ORDER: CI
THURSDAY	9/18/08	10:27:40 AM ET/PT	:15	THE TODAY SHOW
FRIDAY	9/19/08	12:49:54 AM ET/PT	:15	CONAN O'BRIEN
SATURDAY	9/20/08	9:17:20 PM ET/PT	:15	LAW & ORDER: CI
THURSDAY	9/25/08	10:27:40 AM ET/PT	:15	THE TODAY SHOW
THURSDAY	9/25/08	6:41:14 PM ET/PT	:15	NBC NIGHTLY NEWS
SATURDAY	9/27/08	10:44:47 PM ET/PT	:15	LAW & ORDER: SVU
WEDNESDAY	10/1/08	10:43:07 PM ET/PT	:15	LIPSTICK JUNGLE
THURSDAY	10/2/08	10:27:40 AM ET/PT	:15	THE TODAY SHOW
FRIDAY	10/3/08	12:20:20 AM ET/PT	:15	THE TONIGHT SHOW
SATURDAY	10/4/08	10:45:52 PM ET/PT	:15	LAW & ORDER: SVU
THURSDAY	10/9/08	10:27:40 AM ET/PT	:15	THE TODAY SHOW
SATURDAY	10/11/08	9:54:04 PM ET/PT	:15	KNIGHT RIDER
SUNDAY	10/12/08	2:58:45 PM ET/PT	:15	GOLF
TUESDAY	10/14/08	1:52:08 PM ET/PT	:15	DAYS OF OUR LIVES
THURSDAY	10/16/08	10:27:40 AM ET/PT	:15	THE TODAY SHOW
SATURDAY	10/18/08	2:20:50 PM ET/PT	:15	DEW TOUR CHALLENGE
SATURDAY	10/18/08	10:15:49 PM ET/PT	:15	LAW & ORDER: SVU
SUNDAY	10/19/08	2:26:00 PM ET/PT	:15	LEMANS RACING
THURSDAY	10/23/08	10:27:40 AM ET/PT	:15	THE TODAY SHOW
FRIDAY	10/24/08	9:52:46 PM ET/PT	:15	CRUSOE
FRIDAY	10/24/08	12:52:37 AM ET/PT	:15	CONAN O'BRIEN
MONDAY	10/27/08	10:27:40 AM ET/PT	:15	THE TODAY SHOW
THURSDAY	10/30/08	10:27:40 AM ET/PT	:15	THE TODAY SHOW
FRIDAY	10/31/08	9:19:34 PM ET/PT	:15	CRUSOE
SATURDAY	11/1/08	7:47:15 AM ET/PT	:15	THE TODAY SHOW
THURSDAY	11/6/08	10:27:40 AM ET/PT	:15	THE TODAY SHOW
FRIDAY	11/7/08	12:20:03 AM ET/PT	:15	THE TONIGHT SHOW
TUESDAY	11/11/08	10:44:31 PM ET/PT	:15	LAW & ORDER: SVU
THURSDAY	11/13/08	10:27:45 AM ET/PT	:15	THE TODAY SHOW
SATURDAY	11/15/08	8:54:54 PM ET/PT	:15	KNIGHT RIDER
SUNDAY	11/16/08	2:39:10 PM ET/PT	:15	SKATING
TUESDAY	11/18/08	1:53:40 PM ET/PT	:15	DAYS OF OUR LIVES

THURSDAY	11/20/08	10:27:40 AM ET/PT	:15	THE TODAY SHOW
SATURDAY	11/22/08	8:54:32 PM ET/PT	:15	KNIGHT RIDER
SUNDAY	11/23/08	9:40:25 AM ET/PT	:15	MEET THE PRESS
TUESDAY	11/25/08	1:53:11 PM ET/PT	:15	DAYS OF OUR LIVES
FRIDAY	11/28/08	12:20:27 AM ET/PT	:15	THE TONIGHT SHOW
SATURDAY	11/29/08	9:31:54 PM ET/PT	:15	ALONG CAME POLLY
SUNDAY	11/30/08	4:26:05 PM ET/PT	:15	NBC SPORTS
WEDNESDAY	12/3/08	9:55:21 PM ET/PT	:15	LIFE
THURSDAY	12/4/08	10:27:40 AM ET/PT	:15	THE TODAY SHOW
SATURDAY	12/6/08	4:48:45 PM ET/PT	:15	PARALYMPICS
MONDAY	12/8/08	10:27:40 AM ET/PT	:15	THE TODAY SHOW
TUESDAY	12/9/08	10:43:28 PM ET/PT	:15	LAW & ORDER: SVU
THURSDAY	12/11/08	10:27:40 AM ET/PT	:15	THE TODAY SHOW
FRIDAY	12/12/08	12:20:31 AM ET/PT	:15	THE TONIGHT SHOW
SATURDAY	12/13/08	3:03:30 PM ET/PT	:15	IRONMAN
MONDAY	12/15/08	10:27:40 AM ET/PT	:15	THE TODAY SHOW
TUESDAY	12/16/08	1:53:49 PM ET/PT	:15	DAYS OF OUR LIVES
THURSDAY	12/18/08	10:27:40 AM ET/PT	:15	THE TODAY SHOW
THURSDAY	12/18/08	8:29:07 PM ET/PT	:15	MY NAME IS EARL
SUNDAY	12/21/08	9:56:33 AM ET/PT	:30	MEET THE PRESS
TUESDAY	12/23/08	9:59:07 PM ET/TP	:15	LAW & ORDER: SVU
WEDNESDAY	12/24/08	6:41:14 PM ET/PT	:15	NBC NIGHTLY NEWS
THURSDAY	12/25/08	10:37:53 AM ET/PT	:15	THE TODAY SHOW
FRIDAY	12/26/08	12:54:45 AM ET/PT	:15	CONAN O'BRIEN
TUESDAY	12/30/08	1:53:53 PM ET/PT	:15	DAYS OF OUR LIVES
THURSDAY	12/31/08	8:33:36 PM ET/PT	:15	KNIGHT RIDER